

WXIX

ORDER



Flight Dates 10/09/12-10/15/12

<u>Contract / Revision</u>	<u>833108</u>	<u>Product</u>	<u>Order Sep</u>	00:00:00
		AMERICAN CROSSROADS	<u>Estimate #</u>	1088
<u>Original Date / Revision</u>	<u>10/05/12</u>	<u>Agency Com</u> 15%	<u>Alt Order #</u>	06364889
	<u>10/05/12</u>	<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	American Crossroads		<u>Order Type</u>	Political
New till 11/14/10		66 Canal Center Plaza	<u>Billing Cycle</u>	EOM/EOC
		Suite 555	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Crossroads Media	Alexandria, VA 22314	<u>Demographic</u>	A35+
<u>Buying Contact</u>			<u>Rev Codes</u>	Agency Political Pol-Issue
66 Canal Center Plaza		<u>Sales Office</u> T-DC	<u>Product Codes</u>	PL20
Suite 555		<u>Sales Region</u> National	<u>Priority</u>	P 3
		<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Primary Account Executive

Primary Acc

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	68	\$39,185.00	\$46,100.00	130.40	10/01/12	10/15/12	68	\$39,185.00	\$46,100.00
Totals	68	\$39,185.00	\$46,100.00	130.40					



Contract / Revision **833108** Flight Dates **10/09/12-10/15/12** Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12 Order Sep 00:00:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 4	WXIX	10/09/12	10/14/12	30 Rock 12A 30 Rock 12A	Comm	12-1230A	-----1--	:30	1	\$250.00	P	3	0.90	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$250.00			0.90						
E 5	WXIX	10/09/12	10/14/12	News @ 5a News @ 5a	Comm	5a-6a	-----1--	:30	1	\$200.00	P	3	1.40	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$200.00			1.40						
E 6	WXIX	10/09/12	10/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	-----1--	:30	1	\$700.00	P	1	1.90	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$700.00			1.90						
E 7	WXIX	10/09/12	10/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	-----1--	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$700.00			2.10						
E 8	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	-----1--	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$700.00			2.60						
E 9	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	-----1--	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$700.00			2.60						
E 10	WXIX	10/09/12	10/14/12	Jeopardy 730P JEOPARDY	Comm	730-8P	-----1--	:30	1	\$2,000.00	P	1	0.90	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$2,000.00			0.90						
E 11	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	-----1--	:30	1	\$700.00	P	1	2.30	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$700.00			2.30						
E 12	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	-----1--	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$700.00			2.10						
E 13	WXIX	10/09/12	10/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	-----1--	:30	1	\$400.00	P	3	1.70	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$400.00			1.70						
E 14	WXIX	10/09/12	10/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:30 AM-10:00 AM)	-----1--	:30	1	\$400.00	P	3	1.40	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1--		1	\$400.00			1.40						
E 15	WXIX	10/15/12	10/15/12	News Extra 10-11A News Extra 10-11A	Comm	10A-1030A	-----1----	:30	1	\$300.00	P	3	0.80	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1----		1	\$300.00			0.80						
E 16	WXIX	10/15/12	10/15/12	30 Rock 1130P M-F 30 Rock 1130P	Comm	1130P-12A	-----1----	:30	1	\$350.00	P	3	1.50	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----1----		1	\$350.00			1.50						



Contract / Revision **833108** Flight Dates **10/09/12-10/15/12** Hiatus Dates

Original Date / Revision **10/05/12/ 10/05/12** Order Sep **00:00:00**

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 16	WXIX	10/15/12	10/15/12	30 Rock 1130P M-F	Comm	1130P-12A	1-----	:30	1	\$350.00	P	3	1.50	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$350.00			1.50						
E 17	WXIX	10/15/12	10/15/12	30 Rock 12A	Comm	12-1230A	1-----	:30	1	\$250.00	P	3	0.90	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$250.00			0.90						
E 18	WXIX	10/15/12	10/15/12	News @ 5a	Comm	5a-6a	1-----	:30	1	\$200.00	P	3	1.40	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$200.00			1.40						
E 19	WXIX	10/15/12	10/15/12	News @ 6a	Comm	6a-7a	1-----	:30	1	\$700.00	P	1	1.90	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$700.00			1.90						
E 20	WXIX	10/15/12	10/15/12	News @ 6a	Comm	6a-7a	1-----	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$700.00			2.10						
E 21	WXIX	10/15/12	10/15/12	News @ 7a	Comm	7a-9a	1-----	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$700.00			2.60						
E 22	WXIX	10/15/12	10/15/12	News @ 7a	Comm	7a-9a	1-----	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$700.00			2.60						
E 23	WXIX	10/15/12	10/15/12	Jeopardy 730P	Comm	730-8P	1-----	:30	1	\$2,000.00	P	1	0.90	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$2,000.00			0.90						
E 24	WXIX	10/15/12	10/15/12	News @ 7a	Comm	7a-9a	1-----	:30	1	\$700.00	P	1	2.30	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$700.00			2.30						
E 25	WXIX	10/15/12	10/15/12	News @ 7a	Comm	7a-9a	1-----	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$700.00			2.10						
E 26	WXIX	10/15/12	10/15/12	News @ 9a	Comm	9-10A	1-----	:30	1	\$400.00	P	3	1.70	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	1-----		1	\$400.00			1.70						
E 28	WXIX	10/09/12	10/14/12	News Extra 10-11A	Comm	10A-1030A	---1---	:30	1	\$300.00	P	3	0.80	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	---1---		1	\$300.00			0.80						
E 29	WXIX	10/09/12	10/14/12	LATE RUN M-SU	Comm	VARIOUS	---1---	:30	1	\$1,500.00	P	1	5.20	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	---		1	\$1,500.00			5.20						



Contract / Revision **833108** Flight Dates **10/09/12-10/15/12** Hiatus Dates

Original Date / Revision **10/05/12/ 10/05/12** Order Sep **00:00:00**

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 29	WXIX	10/09/12	10/14/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	--- 1 ---	:30	1	\$1,500.00	P	1	5.20	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$1,500.00		5.20						
E 30	WXIX	10/09/12	10/14/12	30 Rock 1130P M-F 30 Rock 1130P	Comm	1130P-12A	--- 1 ---	:30	1	\$350.00	P	3	1.50	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$350.00		1.50						
E 31	WXIX	10/09/12	10/14/12	30 Rock 12A 30 Rock 12A	Comm	12-1230A	--- 1 ---	:30	1	\$250.00	P	3	0.90	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$250.00		0.90						
E 32	WXIX	10/09/12	10/14/12	News @ 5a News @ 5a	Comm	5a-6a	--- 1 ---	:30	1	\$200.00	P	3	1.40	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$200.00		1.40						
E 33	WXIX	10/09/12	10/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	--- 1 ---	:30	1	\$700.00	P	1	1.90	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$700.00		1.90						
E 34	WXIX	10/09/12	10/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	--- 1 ---	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$700.00		2.10						
E 35	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	--- 1 ---	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$700.00		2.60						
E 36	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	--- 1 ---	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$700.00		2.60						
E 37	WXIX	10/09/12	10/14/12	Jeopardy 730P JEOPADRY	Comm	730-8P	--- 1 ---	:30	1	\$2,000.00	P	1	0.90	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$2,000.00		0.90						
E 38	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	--- 1 ---	:30	1	\$700.00	P	1	2.30	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$700.00		2.30						
E 39	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	--- 1 ---	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$700.00		2.10						
E 40	WXIX	10/09/12	10/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	--- 1 ---	:30	1	\$400.00	P	3	1.70	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1	\$400.00		1.70						
E 41	WXIX	10/09/12	10/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:30 AM-10:00 AM)	--- 1 ---	:30	1	\$400.00	P	3	1.40	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/08/12		10/14/12	--- 1 ---				1									



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Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 41	WXIX	10/09/12	10/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:30 AM-10:00 AM)	--- 1 ---	:30	1	\$400.00	P	3	1.40	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- - - 1 - - -		1				\$400.00		1.40				
E 42	WXIX	10/09/12	10/14/12	M-F 10A-12P M-F 10A-12P	Comm	10A-1030A (10:00 AM-10:30 AM)	- 1 -----	:30	1	\$300.00	P	3	0.80	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$300.00		0.80				
E 43	WXIX	10/09/12	10/14/12	Late News M-F Late News M-F	Comm	10-11P	- 1 -----	:30	1	\$1,500.00	P	1	5.20	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$1,500.00		5.20				
E 44	WXIX	10/09/12	10/14/12	30 Rock 1130P M-F 30 Rock 1130P	Comm	1130P-12A	- 1 -----	:30	1	\$350.00	P	3	1.50	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$350.00		1.50				
E 45	WXIX	10/09/12	10/14/12	30 Rock 12A 30 Rock 12A	Comm	12-1230A	- 1 -----	:30	1	\$250.00	P	3	0.90	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$250.00		0.90				
E 46	WXIX	10/09/12	10/14/12	News @ 5a News @ 5a	Comm	5a-6a	- 1 -----	:30	1	\$200.00	P	3	1.40	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$200.00		1.40				
E 47	WXIX	10/09/12	10/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	- 1 -----	:30	1	\$700.00	P	1	1.90	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$700.00		1.90				
E 48	WXIX	10/09/12	10/14/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	- 1 -----	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$700.00		2.10				
E 49	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	- 1 -----	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$700.00		2.60				
E 50	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	- 1 -----	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$700.00		2.60				
E 51	WXIX	10/09/12	10/14/12	Jeopardy 730P JEOPARDY	Comm	730-8P	- 1 -----	:30	1	\$2,000.00	P	1	0.90	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$2,000.00		0.90				
E 52	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	- 1 -----	:30	1	\$700.00	P	1	2.30	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$700.00		2.30				
E 53	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	- 1 -----	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		- 1 - - - - -		1				\$700.00		2.10				



Contract / Revision **833108** Flight Dates **10/09/12-10/15/12** Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12 Order Sep 00:00:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 53	WXIX	10/09/12	10/14/12	News @ 7a	Comm	7a-9a	- 1-----	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
News @ 7am (8:30 AM-9:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	- 1-----			1	\$700.00			2.10						
E 54	WXIX	10/09/12	10/14/12	News @ 9a	Comm	9-10A	- 1-----	:30	1	\$400.00	P	3	1.70	NM	1	\$400.00
NEWS @ 9A (9:00 AM-9:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	- 1-----			1	\$400.00			1.70						
E 55	WXIX	10/09/12	10/14/12	News @ 9a	Comm	9-10A	- 1-----	:30	1	\$400.00	P	3	1.40	NM	1	\$400.00
NEWS @ 9A (9:30 AM-10:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	- 1-----			1	\$400.00			1.40						
E 56	WXIX	10/09/12	10/14/12	News Extra 10-11A	Comm	10-1030A	-- 1-----	:30	1	\$300.00	P	3	0.80	NM	1	\$300.00
News Extra 10-11A (10:00 AM-10:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$300.00			0.80						
E 57	WXIX	10/09/12	10/14/12	Late News M-F	Comm	10-11P	-- 1-----	:30	1	\$1,500.00	P	1	5.20	NM	1	\$1,500.00
Late News M-F																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$1,500.00			5.20						
E 58	WXIX	10/09/12	10/14/12	30 Rock 1130P M-F	Comm	1130P-12A	-- 1-----	:30	1	\$350.00	P	3	1.50	NM	1	\$350.00
30 Rock 1130P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$350.00			1.50						
E 59	WXIX	10/09/12	10/14/12	30 Rock 12A	Comm	12-1230A	-- 1-----	:30	1	\$250.00	P	3	0.90	NM	1	\$250.00
30 Rock 12A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$250.00			0.90						
E 60	WXIX	10/09/12	10/14/12	News @ 5a	Comm	5a-6a	-- 1-----	:30	1	\$200.00	P	3	1.40	NM	1	\$200.00
News @ 5a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$200.00			1.40						
E 61	WXIX	10/09/12	10/14/12	News @ 6a	Comm	6a-7a	-- 1-----	:30	1	\$700.00	P	1	1.90	NM	1	\$700.00
News @ 6am (6:00 AM-6:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$700.00			1.90						
E 62	WXIX	10/09/12	10/14/12	News @ 6a	Comm	630a-7a	-- 1-----	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
News @ 6am (6:30 AM-7:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$700.00			2.10						
E 63	WXIX	10/09/12	10/14/12	News @ 7a	Comm	7a-9a	-- 1-----	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
News @ 7am (7:00 AM-7:30 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$700.00			2.60						
E 64	WXIX	10/09/12	10/14/12	News @ 7a	Comm	7a-9a	-- 1-----	:30	1	\$700.00	P	1	2.60	NM	1	\$700.00
News @ 7am (7:30 AM-8:00 AM)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$700.00			2.60						
E 65	WXIX	10/09/12	10/14/12	Jeopardy 730P	Comm	730-8P	-- 1-----	:30	1	\$2,000.00	P	1	0.90	NM	1	\$2,000.00
JEOPARDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12	-- 1-----			1	\$2,000.00			0.90						



Contract / Revision **833108** Flight Dates **10/09/12-10/15/12** Hiatus Dates

Original Date / Revision 10/05/12 / 10/05/12 Order Sep 00:00:00

Advertiser **American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1088**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 65	WXIX	10/09/12	10/14/12	Jeopardy 730P JEOPARDY	Comm	730-8P	-- 1----	:30	1	\$2,000.00	P	1	0.90	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1----		1	\$2,000.00			0.90						
E 66	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	-- 1----	:30	1	\$700.00	P	1	2.30	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1----		1	\$700.00			2.30						
E 67	WXIX	10/09/12	10/14/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	-- 1----	:30	1	\$700.00	P	1	2.10	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1----		1	\$700.00			2.10						
E 68	WXIX	10/09/12	10/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	-- 1----	:30	1	\$400.00	P	3	1.70	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1----		1	\$400.00			1.70						
E 69	WXIX	10/09/12	10/14/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:30 AM-10:00 AM)	-- 1----	:30	1	\$400.00	P	3	1.40	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1----		1	\$400.00			1.40						
														Totals	68	\$46,100.00